

## Research Information Sheet

Title of Study: The US Maple Market and Economics

Principal Investigator (PI): Mark Cannella

Funder: UVM Extension (Internal)

### Introduction

You are being invited to take part in this research study because you are an active participant in the maple syrup industry. This study is being conducted by Mark Cannella at the University of Vermont.

### Purpose

This study has been undertaken to investigate people's perception and experiences regarding the economics of US maple industry. It will explore producers, distributors and key stakeholder's opinions on maple demand, prices and potential marketing and promotion programs.

### Study Procedures

If you take part in the study, you will be asked to participate in 1 to 2 one-hour interviews that will be recorded for audio. The interviews will include questions asking you to share your experience or perspective on the following topics: maple prices, market development and public generic promotional programs. You will have the option to decline answering specific questions if you choose. Interviews may be in person or virtually using Zoom or MS Teams. The first interview phase will occur from Spring-Summer 2022. Some participants will be invited to a second interview in the Fall of 2022.

### Benefits

As a participant in this research study, there may not be a direct benefit for you; however, information from this study may benefit other people now or in the future.

### Risks

Using a Data Management and Security Plan, we will do our best to protect the information we collect from you and avoid any potential risk for an accidental breach of confidentiality.

### Costs

There will be no costs to you for participation in this research study.

### Compensation

You will not be paid for taking part in this study.

### Confidentiality

All information collected or recorded during interviews about you will be stored in a secure location using a unique number. Re-coded transcriptions will be labeled with a unique identification number and the master list of participant identifications with numbers will be

stored in a separate location Coded transcriptions be used for the analysis and final publications. Original audio recordings will only be stored for 30 days or until your interview has been transcribed to text at which time recordings will be destroyed. Only the PI and one authorized back-up staff member will have access to these files.

*Please note that email communication is neither private nor secure. Though we are taking precautions to protect your privacy, you should be aware that information sent through e-mail could be read by a third party.*

### **Voluntary Participation/Withdrawal**

Taking part in this study is voluntary. You are free to not answer any questions or withdraw at any time. You may choose not to take part in this study, or if you decide to take part, you can change your mind later and withdraw from the study. Any recorded interviews or transcriptions from you will be destroyed if you communicate your desire to withdraw.

### **Questions**

If you have any questions about this study now or in the future, you may contact Mark Cannella at the following phone number 802-881-1576. If you have questions or concerns about your rights as a research participant, then you may contact the Director of the Research Protections Office at (802) 656-5040.

It is recommended you print this information sheet for your records before continuing.